

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of	)		
	)		
Dan Kikinis	)	Examiner:	Schnurr, John R.
	)		
Application No. 10/085,886	)	Art Unit:	2421
	)		
Filed: February 27, 2002	)	Confirmation No.:	7769
	)		
For: METHOD AND SYSTEM FOR	)		
ADVERTISING BASED ON THE	)		
CONTENT OF SELECTED	)		
CHANNELS OR BROADCASTED	)		
PROGRAMS	)		

**Attorney Docket Number: 007287.00017**

**AMENDMENT**

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir,

This paper is responsive to the Office Action dated May 26, 2009. The Examiner has set a three-month period for response, thus making this response due on or before August 26, 2009.

**Amendments to the claims** begin on page 2 of this paper.

**Remarks** begin on page 6 of this paper.